

**South Park Stakeholders Group – Executive Committee Meeting
Thursday, April 4, 2013, 1:30 PM
1333 S. Hope St, Los Angeles, CA 90015**

Board Members: Robin Bieker, Bob Buente, Phillip Hill, Cliff Hoffman
Gary Warfel, David Galaviz (conference call)

Absent: Martha Saucedo

Staff: Jessica Lall, Amanda Irvine

MINUTES:

Board Chair, Robin Bieker, called the meeting to order at 1:39 PM. There were no public announcements or comments.

| Item | Discussion | Action taken? |
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| Public Comment | No public comment | |
| Review and approve Capital Budget 1. Office Improvements 2. Database | SPCBD has a deferred capital budget. Jessica will be responsible for making sure highlighted numbers (totals for allocation by department) stay the same; sub totals can be changed by committee. 1. We are just over the \$25,000 office improvement budget. Gary proposes that we only do absolutely necessary improvements. 2. Jessica and Amanda recommend moving forward with database. Needs to be approved by April 15 for the 10% discount. Amanda will ask about Ofer's backup strategy, and if there is a penalty for them if it takes too long for them to set up. | Bob motions to approve the capital budget. Phillip seconds, all in favor none opposed. Robin motions to approve the Accendo database proposal pending staff review, Gary seconds, all in favor none opposed. |
| Sponsorship Policy | SPCBD has already been approached to sponsor multiple events for \$1,000 to \$50,000. Jessica believes we should avoid spending our cash on sponsorship unless it is revenue neutral or revenue gaining for the CBD. When approached, they can present to the board and individuals can sponsor it. We should use other tools, like social media and newsletter, as payment through advertising. | Cliff motions to avoid sponsorships unless revenue neutral for the CBD, with option to review specific cases, Robin seconds, all in favor none opposed. |
| Issue RFP for Security Provider | SPCBD is on month to month with Securitas, | Bob motions to |

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| | <p>and have just renewed with LACC. Jessica proposes that under SOBO Committee an RFP is issued to see our options for security and drive down our costs and hire a director of operations. By talking to security providers who are not yet in the downtown market, we may be able to find other offers. We have a few recommendations from local LAPD. Bob and Jessica have gotten a strong handle on what is necessary in hiring security. If the Committee votes to leave Securitas, part of the plan would be absorbing select individuals into the new plan. Would like to find a way to offer our security guys health benefits. Phillip- how do we communicate early on to the current staff that their salaries will not go down? The main people have to know that they will not be left in the dust with this process.</p> | <p>issue such an RFP, Cliff seconds. All in favor, none opposed.</p> |
| <p>Project Support Guidelines</p> | <p>Jessica- we as a BID have been approached by those doing development projects, and we're requested to write letters in support of specific development. Jessica recommends we don't offer official letters of support because when other stakeholders disagree, we cause problems and choose sides. We can still be supportive without providing these kinds of official supportive letters. Wants to focus more on larger idea promoting smart growth in the district in general. Gary- we should not have a blanket statement that we support no projects, but a qualifying statement. We should support projects that are built as-of-right, we should take a stand when changes need to happen. We have a responsibility to identify opportunities for change and economic development. Bob- likes idea on project presentations. We need to have published criteria on what we support, and include neighborhood comments. Value of writing a support letter can show the area's sense without having to be many places at once. Jessica- spoken to BIDs in LA and most do not become involved in support letters. Phillip- our job is clean and safe and programs.</p> | <p>Robin motions that South Park BID will issue support letters once we have developed a policy of very specific criteria that the Board has approved. Gary will put together a proposed criteria to present to the Board to vote on. 4 in favor, 2 opposed.</p> |

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| | Afraid we can get on the wrong side of council with something like this. There is too much chance of error, too much chance of not considering all the sides of every argument. David – in his experience, support letters do not make a difference when the City votes to approve a project. Jessica- if we're going to do this, it needs to be very rigid. Phillip- we can provide support without official support. This kind of support is HIGH RISK. The issues are bigger than us, we need more information than we are capable of gaining. We can stay flexible. Jessica- we add value by bringing people together, not by providing support to individuals. Gary- suggests that support is conditional on neighbors are being paid attention to. For us to say that we are not going to support a project is wrong when it supports the MDP. | |
| Confirm not to issue Letter of Support for 1130 Hope Street | Gary and Robin met with these developers and would like support of their projects. Jessica shows letter written telling the developer we can't support this project. Bob- distill 2 nd and 4 th paragraph together- Once we have a policy, come to LUED and Exec we'll make a decision. | Jessica will send letter to Joanne saying we can't support project at this time. |
| Street and sidewalk improvement waiver for 1340-1360 Figueroa | Bob- we don't have a policy in place for this. Gary- this comes down to what our purpose is. Jessica – we need to speak to nearby residents and Council office to hear what they have to say directly. Phillip- the city is putting together an economic development department - we are not that group. It's about the people who are paying into this. | Jessica will send letter to Kevin Farrell, and invite him to speak at LUED meeting. |
| Updates: 1. New City America Contract 2. Logo Update (tabled) 3. ULI Event Planning / Mailer (tabled) | Logo will be in second round of edits tomorrow. The rest is tabled. | Jessica will have final logo design ready to be voted on by next meeting. |
| Other business | No other business. | |
| Next Meeting | May 22, 8:30 AM | |

Adjourned at 3:05 PM

NEXT STEPS:**Amanda will:**

- Ask about Ofer's backup strategy, and if there is a penalty for them if it takes too long for them to set up.

Jessica will:

- Move forward with the Accendo database
- Bring security RFP concept to SOBO Committee
- Send a Letter of Support for 1130 Hope Street
- Send a Letter denying support to sidewalk waiver 1340-1360 Figueroa

Minutes taken by Amanda Irvine, staff.